

THE PITCH



Congratulations! You have been selected out of THOUSANDS of applicants to appear on The Pitch, **MONDAY OCTOBER 20th** at 11:10am at Greenall High School. You will be given **FIVE minutes** to pitch your product/idea to the judges. The judges will then have two minutes to question you before they decide whether or not to invest and enter into a partnership with you. Your pitch needs to be creative, engaging, and supported with visuals (video, PowerPoint, samples, posters, prototype, etc).

Things to Include:

- *Introduce your product/idea in a fun and engaging way. (be sure to introduce yourselves as well)
- *Identify the need, want, or problem that you are solving
- *What is your niche market? Provide market research results to support your pitch
- *Include visual aids
- *Think of the logistics; be ready to answer questions the judges might ask. Anticipate questions and try to answer them during your pitch!

Your pitch **NEEDS** to be five minutes long. In order for this to happen it needs to be well thought out and rehearsed. This is a major assignment so treat it as such, but have fun!

The winning pitch will be chosen as our Entrepreneurship 30 class venture for the semester!

THE PITCH EVALUATION

Group Members: _____

		Comments:
TIMING You have been given a window of five minutes to present your entrepreneurial idea to the judges. It is important that you abide by this timeline. Every minute that you are over/under you will be penalized.	/5	Start: End:
ABILITY TO SELL Are you persuasive, convincing, and confident in your product/service? It should be obvious that you believe 100% in your product/service and its potential success.	/5	
KNOWLEDGE You need to know your product/service inside out. Your knowledge of your product/service will be evaluated upon how well you respond to questions as well as how descriptive your presentation is.	/10	
VENTURE CONCEPT Need, want, or problem is identified and will be solved with this venture. Is this a viable venture idea? Has any market research or projected sales work been done? Where/how will the product/service be produced/provided?	/10	
PROFESSIONALISM The way you present yourself to the judges will have a huge impact on their decision to support your idea. You can be engaging and entertaining while still maintaining a sense of professionalism. You will be evaluated on how you present yourself and your business, and the degree of competence you bring to your presentation.	/5	
PRESENTATION Creativity in terms of presentation and visual aids, as well as presentation skills (concise, eye contact, clear and audible voice, not standing stationary, audience engagement).	/10	
PEER/SELF EVALUATION You will give yourself and your partner(s) a mark based on the amount of work and effort put forth in this assignment.	/5	

/50

Greenall High School's

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Please provide an in-depth description about your product/service:

What need, want, or problem in the market place are you fulfilling?

How do you see this running as a venture at/out of Greenall High School?

What market research have you conducted? What were the results?

What are the estimated costs to begin this venture/ produce the product/ provide the service?
